

Message Text

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 /031 W
-----020109 101979 /22

R 011430Z MAR 77

FM AMEMBASSY MANAMA BAHRAIN

TO USDOC WASHINGTON DC

INFO SECSTATE WASHINGTON DC 4311

USIA WASHINGTON DC

AMEMBASSY ATHENS GR

USINT BAGHDAD IRAQ

AMEMBASSY JIDDA SAUDI ARABIA

AMEMBASSY KUWAIT KUWAIT

UNCLAS MANAMA SECTION 1 OF 2 503/1

FOR OIM/TYRRELL FROM RUAN

ATHENS FOR RTDO

E.O. 11652: N/A

TAGS : BEXP, BA

SUBJECT : FEB 77 EDP TECH SEMINAR: BAHRAIN WRAPUP

REF : MANAMA 278

1. SUMMARY: SUBJECT EVENT CONCLUDED ITS TWO-WEEK VISIT TO BAGHDAD, KUWAIT, JIDDA, AND MANAMA NIGHT OF 27 FEB WITH LAST MINUTE AD HOC APPOINTMENTS FOLLOWING SECOND SEMINAR SESSION HERE. DIB-411P FORMS COMPLETED BY ALL SEVEN SEMINAR TEAM FIRMS SHOW NO IMMEDIATE SALES, 3.69 - 5.69 MILLION DOLLARS IN EXPECTED 12-MONTH SALES. RUAN RETURNING USDOC 4 MARCH VIA ATHENS AND MADRID. END SUMMARY.

2. SEMINAR SESSIONS HELD 26 AND 27 FEB 1530-1800 IN BAHRAIN HILTON BALLROOM AREA ATTRACTED 58 UNCLASSIFIED

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REGISTRANTS FIRST DAY AND 47 SECOND. FIRST DAY TURNOUT ATTRACTED PEOPLE FROM SEVERAL KEY ORGANIZATIONS, INCLUDING GOVT AND PRIVATE SECTOR. ON SECOND DAY FEWER SUCH CASES OCCURRED, AUDIENCE BEING LARGELY TECHNICAL. PRIVATE SECTOR WELL REPRESENTED IN ATTENDANCE, NOTABLY Y.B.A. KANOO ORGANIZATION, CABLE AND WIRELESS, GULF AIR

ALUMINIUM BAHRAIN AND BAHRAIN PETROLEUM COMPANY.
GOVT PARTICIPANTS INCLUDED UNDERSECRETARY OF
HOUSING, DIRECTORS OF STATISTICS AND PUBLIC WORKS,
AND OTHER SENIOR OFFICIALS FROM LABOR, FINANCE
AND HEALTH MINISTRIES.

3. AUDIENCE ATTENTIVENESS KEEN. WHILE NOT ALL
SPEAKERS WERE ASKED QUESTIONS, THOSE WHO WERE OFTEN
RECEIVED MULTIPLE QUERIES. LEVEL OF AUDIENCE
SOPHISTICATION ON PAR WITH THAT IN KUWAIT, THOUGH
BELOW THOSE IN IRAQ AND SAUDI ARABIA.

4. AS NO LOCAL SPONSOR HERE, NO HOST COUNTRY
SPEAKER APPEARED. TEAM DIRECTOR SIMMONS SERVED AS
EMCEE BOTH DAYS.

5. IN VIEW OF LIMITED NUMBER OF WORKING HOURS AVAIL-
ABLE DURING TWO-DAY TEAM STOP HERE, FEW ADVANCE
APPOINTMENTS COULD BE MADE. THOSE THAT WERE PROVED
FRUITFUL. BASED ON RUAN CABLE REQUEST THAT USDOC
ADVISE TEAM TO ALOT 28 FEB AS ADDITIONAL DAY IN
BAHRAIN, EMBASSY WAS PREPARED TO SCHEDULE ADDITIONAL
APPOINTMENTS FOR TEAM THAT DAY. TEAM MEMBERS REPORT
NOT BEING APPRISED OF REQUESTED EXTRA DAY HERE, AND
IN ONE CASE REPORTEDLY ADVISED 27 FEB DEPARTURE WAS
ACCEPTABLE.

MOST SUCCESSFUL APPOINTMENTS WERE THOSE PLANNED IN
ADVANCE BY TEAM, E.G., BOEING APPOINTMENTS WITH GULF
AIR, AND THOSE ARISING FROM ACQUAINTANCESHIP STRUCK
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BY TEAM GROUP DURING SEMINAR SESSIONS. APPOINTMENTS
TOOK PLACE VARIOUSLY AT SEMINAR SITE AND DIRECTOR'S
SUITE BIC IN HILTON AND IN OFFICES OF LOCAL PERSON-
AGES. THIS WAS BEST USE OF BIC THROUGHOUT TEAM TOUR.

6. FORM DIB-411P RESULTS REPORTED BY SEVEN TEAM
MEMBERS INCLUDE:

- A. AGGREGATE IMMEDIATE SALES: NONE
- B. AGGREGATE 12-MONTH PROJECTED SALES: 3.69
MILLION DOLLARS. (NOTE THIS INCLUDES THREE MILLION
BY HONEYWELL, WHICH LATER INDICATED 12-MONTH SALES
COULD REACH FIVE MILLION -- NOT FOR PUBLICATION).
- C. LICENSE AGREEMENTS: NONE SIGNED, NONE PENDING.
- D. JOINT VENTURED: ONE SIGNED, NONE PENDING.
- E. SALES REP AGREEMENTS: ONE SIGNED, NONE
PENDING.
- F. FIRST OBJECTIVES ACHIEVED: FIVE; TWO NO
ANSWER.

7. ALTHOUGH 65 INVITATIONS TO THE TEAM'S 26 FEB RECEPTION AT THE AMBASSADOR'S RESIDENCE WERE ISSUED, ONLY SOME 20 ATTENDED. AMONG THOSE IN ATTENDANCE, HOWEVER, WERE MANAGING DIRECTOR AND THREE GENERAL MANAGERS OF GULF AIR, MAN DIRS OF BAHRAIN NATIONAL OIL COMPANY AND OAPEC DRY DOCK PROJECT, GOB UNDER SECRETARIES OF POWER, HOUSING, AND EDUCATION, AS WELL AS PROMINENT MERCHANTS.

8. TEAM DIRECTOR SIMMONS AND INTL DATA CORPORATION REP MCGOVERN, ESCORTED BY EMBOFF BURLEIGH MET WITH DIRECTOR OF STATISTICS DEPARTMENT ON 27 FEB. SIMMONS ALSO WAS INTERVIEWED BY RADIO BAHRAIN. ADDITIONALLY SIMMONS KEPT APPOINTMENT WITH LEADING SAUDI BUSINESSMAN FAYEZ AL-GHOSAIBI, WHO CAME FROM RIYADH FOR PURPOSE. AL-GHOSAIBI SOUGHT COUNSEL ON WISDOM AND USAGE OF RECENT PURCHASE OF EDP EQUIPMENT
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FROM U.S. FIRM. ON RUAN'S SUGGESTION, TEAM MEMBER MCGOVERN ALSO SPOKE AT LENGTH WITH AL-GHOSAIBI. RESULT WAS INCREASE OF 100,000 DOLLARS IN MCGOVERN'S ANTICIPATED 12-MONTH SALES IN SAUDI ARABIA.

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AMEMBASSY JIDDA SAUDI ARABIA

AMEMBASSY KUWAIT KUWAIT

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9. PAO EFFORT HERE EXCELLENT. TEAM AND RUAN VERY GRATEFUL TO PAO MATTRAN AND HIS STAFF FOR SAME. AMONG ACCOMPLISHMENTS WERE FOLLOWING: PLACEMENT OF ANNOUNCEMENTS OF SEMINAR ON BAHRAIN RADIO AND TV, SIMMONS INTERVIEW ON RADIO, PLACEMENT OF THREE STORIES ON SEMINAR IN ARABIC DAILY NEWSPAPER.

10. TOTAL EXPENDITURES FOR TEAM APPEARANCE HERE WILL BE REPORTED IN EMBASSY SEPTEL. PRELIMINARY REVIEW INDICATES EXPENDITURES WITHIN AUTHORIZATION REQUESTED IN REFTEL.

11. IN SUM, TEAM VISIT HERE WENT WELL AND WAS FREE OF IRRITANTS THAT BESET TEAM AT PREVIOUS STOPS. THANKS AGAIN TO HONEYWELL, SALES FIGURES WERE NOTABLY HIGHER THAN EXPECTED, MANY THANKS DUE TO AMBASSADOR, BURLEIGH, FSL MOFIZ, AND OTHER EMBASSY PERSONNEL FOR SUCCESSES ACHIEVED.

12. RUAN DEPARTING MANAMA 1 MARCH 0930 ON ME 435/233 TO ATHENS VIA BEIRUT. WILL MEET WITH RTDO IN ATHENS UNCLASSIFIED

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SAME DAY. ON 2 MARCH, WILL FLY TO MADRID AT 0700 ON TW 903. ON 3 MARCH, WILL FLY TO NEW YORK ON TW 901 AND HOPEFULLY ON FIVE O'CLOCK EASTERN SHUTTLE TO WASHINGTON. CLUVERIUS

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Status: NATIVE
Subject: FEB 77 EDP TECH SEMINAR: BAHRAIN WRAPUP
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